dlb115/ccd
11/13/97

Summary of Activity
Day on Trade - Queens Division
Division Manager S. C. Grossberg

- Assignments Covered
  - 3 Sales Rep Assignments
  - 4 Territory Rep Assignments
- Calls Made: 33
  - Pack Outlets
- Marketplace Presence
  - 100% of calls made had all four new box styles of SALEM.
  - All calls contacted had new graphic product (with very few remaining old graphic product in inventory).
  - Displays in primary position loaded with SALEM Box and WINSTON Box styles.
  - Minimal out-of-stocks noted - Ultra Light 100/85.
  - SALEM in an advantaged position display and advertising to Newport and Kool.
  - SALEM comparable to Kool and Newport promotion - discounting SALEM 30¢/pack, Newport Box 30¢/pack and Kool 40¢/pack.
  - SALEM B1G1F to arrive at retail week of 11/17/97.
  - The most predominantly used PDI:
    - Door/Window Decal
    - Banner
    - Change Mat

    NOTE: Roll tape not yet shipped.
  - Division has achieved a balance of presence between WINSTON and SALEM.
  - Recommendations
    - Provide more door/window decals, banners and change mats.
    - Size of banner is appropriate. Revise color to make more impactful, i.e., black background diminishes exposure.
    - Change door decal to change mat look.
    - Eliminate small paster.
- The only large paster that is effective is the slide box paster. Global cooling, smoked not stirred not effective. Consumer does not relate to Orb. No association between Orb and SALEM. Too early in product introduction.

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Source: https://www.industrydocuments.ucsf.edu/docs/tkyn0000

- Impactful semi-permanent displays. Size good. No changes necessary.
- Need to do better job of communicating product difference in soft pack vs. box.

  Suggestion: Launch Box with new graphics and new product while onserting current SALEM blend/graphics for minimum of a 3-month period, then change entire product line graphics.
- Show pack on advertising more. Inner city consumer relates to packaging more vs. words.
- Match Kool 40¢ - where 50% more menthol business.
- Discounting/word of mouth advertising better than pictures.

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